



**Purchasing Contract  
CITY OF AUSTIN  
RECOMMENDATION FOR COUNCIL ACTION**

**AGENDA ITEM NO.:** 57  
**AGENDA DATE:** Thu 09/30/2004  
**PAGE:** 1 of 2

**SUBJECT:** Authorize negotiation and execution of a contract with CITI ARTS, Charlotte, NC, to create a Civic Arts/Public Art Downtown Master Plan in an amount not to exceed \$75,000; and in the event negotiations are unsuccessful with Citi Arts, authorize negotiation and execution of a contract with BARNEY & WORTH, INC., Portland, OR, in an amount not to exceed \$75,000.

**AMOUNT & SOURCE OF FUNDING:** Funding in the amount of \$75,000 is available in the Fiscal Year 2003-2004 Approved Operating Budget of the Economic Growth and Redevelopment Services Office.

**FISCAL NOTE:** There is no unanticipated fiscal impact. A fiscal note is not required.

**REQUESTING** Purchasing  
**DEPARTMENT:** for Economic Growth and  
Redevelopment Services;

**DIRECTOR'S  
AUTHORIZATION:** Vickie Schubert

**FOR MORE INFORMATION CONTACT:** Mick Osborne, Sr. Buyer/974-2995

**PRIOR COUNCIL ACTION:** N/A

**BOARD AND COMMISSION ACTION:** Recommended by the Art In Public Places Panel, the Austin Arts Commission, and the Austin Design Commission.

**PURCHASING:** Best proposal of ten proposals received.

**MBE / WBE:** This contract will be awarded in compliance with Chapter 2-9 of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

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The City will contract with the consultant to create a Civic Arts/Public Art Downtown Master Plan. The Master Plan will provide a framework, guidelines and an action plan for civic arts/public art that will contribute to creating a culturally dynamic downtown.

Included in the Master Plan process and the Plan:

- Urban design plan identifying key gateways, paths, nodes, and districts with accompanying themes, *giving cultural legibility in the urban environment to broaden and enhance residents' and visitors' knowledge of downtown*
- Civic arts/public art that animates the downtown by supporting the everyday activities and the special events that occur there
- Expansion of political, public, and financial support for civic arts/public art located downtown
- Incorporation of downtown stakeholders and the public in the development of the Plan, understanding that participation is part of the "placemaking" of Austin that engenders active citizenship and community building, as well as pride and stewardship of downtown
- Public artist education, and public and business involvement and education strategies
- Recommendation of a temporary public art program with policies and guidelines
- Encourage development and promotion of the image of Austin locally, nationally and internationally as a cultural anchor for the region



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The Master Plan encompasses working zones that are hierarchical in importance and approach. The Central Business District is the primary work area and will require the highest attention to detail.

A Civic Arts/Public Art Downtown Master Plan Advisory Group will be created to help guide the development of the Plan. It will be made up of City staff and representatives from numerous downtown stakeholders.

The contractor will work with the City to further develop the public participation process. It will facilitate at least one public hearing, and one community-wide design charrette or other mechanism to elicit community input into the planning process.

The Request for Proposal was advertised nationally through the Americans for the Arts Public Art Network and the Center for Arts & Culture/Washington D.C. An evaluation committee consisting of City staff from ERGSO, AIPP, the Transportation, Planning and Sustainability Department as well as members of the Art in Public Places Panel, Austin Design Commission and Austin Arts Commission evaluated the proposals based on project concept and solutions proposed, demonstrated applicable experience, personnel qualifications and total evaluated cost.

MBE/WBE solicited: 1/6

MBE/WBE proposed: 0/0

**PROPOSAL ANALYSIS**

- a. Adequate competition.
- b. Four hundred twenty eight notices were sent, including one MBE and six WBEs. Fifty eight solicitations were issued, including one WBE. Ten proposals were received including no MBE/WBEs. One "no offer" response was received.

**APPROVAL JUSTIFICATION**

- a. Best proposal received.
- b. EGRSO concurs with the recommended award.
- c. Advertised in the Austin American-Statesman and on the Internet.